

Sale Event of this

EXP

Dress Goods

We are showing a line this season that cannot be surpassed in the State of Florida. The looms of the world have contributed the most lovely combinations of cultivated and artistic taste and skilled workmanship, and we have priced the goods so as to show what it means to expand business by the dynamic force of immense values at marvelously low prices. Everything in the latest spring and summer goods is on display at the great mercantile exposition which we are making during our Expansion Sale.

In Wool Dress Goods we have 125 pieces of nice new goods which we will sell at actual cost.

1 yard wide guaranteed Taffeta Silk worth \$1.50 will go for \$1.19

\$1.25 grade at 89¢

10 pieces changeable silk, 1 yard wide, worth \$1.25, which will go for 89¢

Plain white China silk from 24 to 59¢

35 pieces fancy silks priced 'way down—to see them is to buy them.

Everything else in our Dress Goods Department will offer the same attractive prices and the same magnificent display of stock.

Barrels of Ribbons

Oh, but won't the ladies be tickled to death when they see the remnants of Ribbons. Great long fine pieces of ribbon for 10¢ in one barrel, in another barrel for 15¢. We are going to sell hundreds of dollars' worth of ribbon. The third barrel, very wide, beautiful pieces of ribbons for 25¢. You never in your life saw ribbon for twice the money that will equal these. Our regular stock is full and complete and will be sold at Expansion prices.

CLOTHING

For Men, Boys, Youths

We are not going to carry over a single one of our spring and summer garments if these unapproachable prices, made by our expansion sale, will move them. Remember that we have no old stock to offer. Everything that we have on our shelves is new, selected with consummate skill and taste and priced most attractively.

You can get an elegant \$15 suit, good enough for a wedding, at the expansion sale price of \$11

You can get a \$10 suit for \$7.98 and you can get a suit as cheap as \$4.98

No man can afford to wear his old clothes or be untidy when the expansion sale offers such marvelous opportunities for dressing cheaply.

We have 27 three-piece suits for boys which will go at just half price. You can get the boys a good work suit for 75¢ and from that up to \$5

Boys pants from 25¢ to \$1.25. Its cheaper to buy a new pair than to patch the old ones.

Free BALLOON Ascension

Boys! Girls! You'll have to hurry! On Saturday, June 16, opening day of our Expansion Sale at noon, we will send up a number of balloons from the street in front of our store. To each balloon will be attached a tag calling for some article of value out of our store. The person returning the tag gets the Prize FREE. Bring the children to see and chase the balloons. Watch for them.

Sale

Dry Goods Clothing

Shirts, Furnishing Goods

You know what our mother used to say when she would put a pair of dad's trousers on us, cut out with broadax and fitted by laying us down on the old man's trousers and marking them off with chalk—"Clothes don't make the man, my son." But all the same, they help very much, and a good shirt is the best part of a man's costume.

If you are looking for bargains, we have 200 men's plain white shirts, full \$1 value, which we will sell at 25¢—simply because they are slightly soiled

We have 400 negligee shirts, splendid quality worth \$1, which will go for 50¢

If you want the pick of the many, the best in the country for style and quality at the price, you can get them during the expansion sale for 75¢, 98¢ and \$1.25

Scrivens drawers, a big bargain at 60¢

A big line of gauze shirts and drawers from 25¢ to \$1

In Ties, hosiery and suspeneers and every thing in gents' furnishing goods, we carry the best line in the country and have marked everything at expansion prices

Hosiery and Corsets.

In Hosiery we have \$800 worth, embracing every grade known, ranging in price from 5¢ to \$1. The dry goods house that furnishes the Hosiery to a family is pretty sure of getting the rest of their trade. We are in the hosiery business, and the bargains we will offer in this line will be eye-openers to you.

200 pairs of Corsets which we always sold at 50¢ will go during this sale at 34¢. We have a 65¢ Corset which will go for 45¢, and the regular \$1.00 Corsets will go at 85¢.

Muslin Underwear.

We have a most beautiful line of goods to offer you in the way of petticoats and gowns, drawers, corset covers, etc., extra full width, trimmed in elegant style and fine fit. You could not buy the embroidery on many of these goods for the price of the garment. Corset Covers at 24¢, worth 35¢; the 50¢ kind go for 39¢. A very beautiful garment worth \$1 goes for 89¢.

Ladies' Drawers run from 39¢ to 95¢; they sell regularly at 33 per cent higher.

We have a splendid line of Petticoats and Gowns the actual value of which is 75¢, \$1.25, \$2.50 and \$3, but during the Expansion sale they will go for 40¢, 95¢, \$1.65 and \$2.25. We doubt if you will ever duplicate these prices again.

We have 20 dozen Shirt Waists, some of the most stylish and beautiful that we have ever shown. We are pricing them at from 75¢ to \$7, full range of prices between. Every Shirt Waist bought during the Expansion Sale will be a saving of 50 per cent.

White Goods.

We have 10 pieces of yard-wide plain White Linen, something needed by every lady, and which sells regularly at 35¢ and 40¢. Expansion Price, 22¢; better grades at 49¢ and 59¢.

200 pieces fancy White Goods, worth from 12½¢ up to 40¢, during the Expansion Sale they will go for 9¢, 10¢, 18¢, 25¢ and 29¢ for 40¢ quality.

Two cases Bleached White India Linen, bought before the advance, to be sold at prices ranging from 5¢ to 25¢, which sells regularly from 8¢ to 35¢.

25 pieces Bleaching Assorted Cambric 4-4 at 7¢ to 15¢.

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